

***PUBLIC PARTICIPATION PLAN
FOR
THE ORO VALLEY GENERAL PLAN***

Adopted by Oro Valley Town Council

May 1, 2013

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Public Participation Plan

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I. Introduction

The Town of Oro Valley is beginning preparations to update its General Plan that will guide and inform critical decisions about the Town's future. This important effort, envisioned to be inclusive and community driven and supported, will provide guidance for public policy development that both defines the character of Oro Valley and sustains its functioning.

The General Plan update will replace the Town's current one (Focus 2020) that was adopted and ratified by voters in 2005. Since then, a significant increase in population has resulted in changes to the Town's demographic profile. This General Plan update presents the Town with a unique opportunity to engage the Town's residents and stakeholders in a dialogue to establish priorities and further define and guide the development of their community. Experience has taught us that only when people of all walks of life come together to discuss, debate and listen to one another do communities gain a larger understanding of who they are and how they want to move forward.

This public participation plan is designed to provide the community and stakeholders with diverse and meaningful opportunities for engagement. It specifically targets the Town's new demographics and includes a variety of ways to consult and collaborate with them. Understanding what stakeholders' concerns are and the aspirations they hold for themselves and their community are essential to the success of the update. Following the public participation plan should create a sense of community ownership that will ultimately result in an improved, supported and sustainable General Plan.

An Arizona state law known as the Growing Smarter Act mandates community planning. In terms of process, Arizona Revised Statutes 9-461.06 requires that a municipality's General Plan be readopted or a new one be adopted every ten years. Newer legislation extended the ten-year provision to July 1, 2015 for both counties and municipalities.

For a town of Oro Valley's size, the update must be ratified by the voters. The goal is to have the update adopted by the Mayor and Council in time for the 2016 General Election. This timeframe will be used to engage, incorporate their input and educate the community in order to build consensus for a voter-ratified update, while maximizing the efficient use of available resources.

II. Extent of General Plan Update

The General Plan update process provides an opportunity to simplify language, clarify goals and policies, and better address current and projected needs and trends. Since the last state-required General Plan update, there has been a significant increase in population and changes to the demographic profile of the community. As a result, the needs and preferences of the community have likely shifted. The focus of the current General Plan is on preserving a "suburban/resort community," and as we move forward with the update, there may be greater appreciation for a "full-service community" that includes employment centers, commercial services and housing choices.

An update of the General Plan also provides an opportunity to unify numerous specialized plans that have been developed over the last eight years, including economic development strategies and the Strategic Plan. Furthermore, there are other key planning issues which require updating, such as finance, housing choices, expansion of the Town (Arroyo Grande) and long-range park planning.

The General Plan Scoping Committee, a team of Town Council, board, and commission members, recognizes the quality of the current General Plan and considers the guiding principles represented in the current General Plan as relevant and sound, serving as a very strong base. The General Plan Scoping Committee recognizes that many of the chapters require very little updating; however, the committee has also identified chapters that will require more extensive work. For purposes of assigning a project scope, a full rewrite of the General Plan is not anticipated; however, on a scale of 0 (no change) to 5 (major change), the expected level of effort is approximately a 3. Because the Town's ultimate objective is voter ratification, the extent of the General Plan update will be shaped by community participants. During the two-year process, the Town must maintain dialogue with the community to continually test assumptions and adjust accordingly.

III. Purpose

This Public Participation Plan was designed to support the Town's primary goal of developing a community- and consensus-based, defensible and voter-ratified General Plan update. To accomplish that, the update must represent a shared community vision and guiding principles, and the public participation must be inclusive, educational and far-reaching. This Public Participation Plan identifies the process to reaffirm or adjust the current General Plan vision, guiding principles, goals and policies so that the update will resonate with the community and be broadly endorsed by voters.

The Public Participation Plan outlines the steps Town staff will take to encourage and solicit community involvement in the update process. It identifies specific methods and techniques that motivate members of the community to:

- Be informed about the preparation, content and use of the General Plan
- Identify key components of community
- Communicate needs and expectations for the future
- Work together to reach consensus on ways to address key community issues
- Contribute to achieving voter ratification

This Public Participation Plan establishes strategies that satisfy the state mandates in the Growing Smarter Act. ARS § 9-461.06 requires that municipalities' *"governing bodies shall adopt written procedures to provide effective, early and continuous public participation in the development and major amendment of general plans from all geographic, ethnic, and economic areas of the municipality."* Furthermore, the *"procedures shall provide for:*

- a) *The broad dissemination of proposals and alternatives*
- b) *The opportunity for written comments*
- c) *Public hearings after effective notice*
- d) *Open discussions, communications programs and information services*
- e) *Consideration of public comments."*

IV. Public Participation Plan Process, Status Reports & Changes

Public Participation Plan Process

All key building blocks to develop this Public Participation Plan were reviewed by a General Plan Scoping Committee (GPSC). The result is a sound Public Participation Plan with proven techniques to engage the public, as well as new outreach efforts in an attempt to reach and inform more of the community.

The GPSC was a 16-member team comprised of residents currently serving on Town boards, commissions and Town Council. The Committee was charged with three primary tasks:

- Estimate the extent of General Plan update needed
- Review public participation methods and techniques
- Identify recommended public participation methods and techniques for review by the Planning & Zoning Commission and Town Council

Over the course of five meetings, the GPSC helped develop and review:

- Community changes since adoption of the current General Plan
- Relevancy of the current General Plan and specific elements
- Public participation lessons learned from the 2005 General Plan effort
- Lists of key stakeholders and project participants
- Future public participation “must-do’s”
- Three public participation approaches (base, intermediate and comprehensive) and associated budgets
- A recommended public participation approach and budget

Gordley Group, a local public relations and involvement firm, helped to refine Public Participation Plan elements. From this base of community and professional guidance, staff drafted this Public Participation Plan.

On April 2, 2013, the Planning & Zoning Commission voted to recommend approval of the Public Participation Plan to the Oro Valley Town Council. The Public Participation Plan was formally adopted by the Town Council on May 1, 2013. The Town Council strongly emphasized the need to garner participation by families and youth. It was noted that this demographic has grown substantially since the last General Plan effort.

Status Updates

Staff will update Town Council on the progress and results of the Public Participation Plan periodically.

Changes

As the Town implements the Public Participation Plan, flexibility is a necessary component. This plan is a living document that may need to be changed in order to respond to lessons learned during implementation. If one method proves more or less effective than another, resources will be adjusted accordingly. Town Council will be informed of any significant changes to the program.

V. Public Participation Guiding Principles

To meet the Town’s goal for a voter-ratified General Plan update, this Public Participation Plan was designed to connect residents to the Town and to each other. This connection will result in better-supported and more sustainable decisions.

The Public Participation Plan:

- Is open, transparent, accountable, inclusive, collaborative and ethical
- Ensures involvement opportunities are convenient for residents
- Promotes sustainable decisions that resonate with the voting community
- Seeks and facilitates involvement of all demographics
- Will be assessed on an ongoing basis to ensure best practices
- Includes how the public’s involvement helps to shape the decisions made for the General Plan

Additional guiding principles:

- Learn from the past—focus on:
 - Residents
 - Targeted voter outreach
 - Adequate community testing of principles and concepts
 - Diversified viewpoints and better committee membership selection
 - Earning voter ratification
- Residents’ quality of life
 - To overcome the challenge that the General Plan is merely a dry technical planning tool, present it as a tool to guide and define the community’s quality of life, focusing on issues with which residents can easily identify
 - Draw participants and votes by asking—and answering—the question: “Why is this important to me?”
- Key objectives
 - Provide practical, clear and compelling information that directly relates the General Plan to residents’ lives
 - Use public-friendly, easy-to-understand, engaging, inviting and visionary methods, techniques and social media tools
 - Report positive, tangible results from the current General Plan to build upon success
 - Speak to specific and positive outcomes in the proposed General Plan
 - Reach the broad community of voters to identify and test multiple opinions
 - Seeks active involvement from typically under-represented populations such as families and youth
 - Keep participants informed throughout the process in open and direct ways
 - Maintain a consistent outreach focus throughout the implementation
 - Go to the community; do not solely rely on the public to attend large forums

VI. Stakeholder Identification

The Town's residents are the primary stakeholders in this effort. Additional care has been taken to study Oro Valley's current demographic profile to tailor public participation opportunities.

The Growing Smarter Act defines a broad spectrum of stakeholders. The law requires that the governing body "*Consult with, advise, and provide an opportunity for official comment by public officials and agencies, the county, school districts, associations of governments, public land management agencies, the military airport...other appropriate government jurisdictions, public utility companies, civic, educational, professional and other organizations, property owners and citizens generally to secure maximum coordination of plans and to indicate properly located sites for all public purposes in the general plan*".

This mandate is inline with the Town's objective to be inclusive. A comprehensive list of stakeholders is included as Attachment #1. Each will be contacted and invited to participate. Because it is important that the Town pays attention to the best ways to reach and listen to all groups, stakeholders will be asked to identify additional stakeholders, groups, organizations and opportunities for community involvement.

VII. Communication Methods and Techniques

In keeping with the Public Participation Plan's guiding principles, communication methods and techniques are designed to reach a broad spectrum of the community and educate them about the process, garner meaningful input and, ultimately, obtain voter ratification. Engaging the community will provide them with a sense of ownership for the General Plan and build trust in the Town, resulting in quality participation and greater likelihood of positive voter turnout.

All aspects of the General Plan, including the name, must be transformed from an esoteric technical planning tool into an effort for residents and stakeholders to further develop Oro Valley's high quality-of-life. The first step will be to create a project identity, including an appealing name, logo, tagline and core messaging pertinent to each phase of the project. All General Plan materials will carry this "project look." Materials will also be clear, easy-to-understand, engaging and show how the General Plan directly relates to the quality of participants' lives in Oro Valley and why it should matter to them.

To provide ample opportunity to residents and stakeholders for participation, a variety of communication methods and techniques will be employed. The variety will also help insure participation by Oro Valley's diverse age demographic. Individual methods or techniques tend to resonate with only a portion of residents. Rather than use a "one size fits all" approach, multiple methods and techniques are necessary to include everyone in the conversation.

By ensuring opportunities are welcoming and convenient, we will expand the pool of participants. To this end, social media tools and small gatherings in convenient locations are key outreach methods. This approach will be supplemented with traditional community outreach, such as community open houses.

Public and stakeholder meetings, focus groups, small group gatherings and other activities will be organized to produce results. Leaders will clearly outline participants' roles and anticipated time commitment, as well as proposed outcomes to the activity. Leaders will ensure there is time for

participants to get acquainted with each other, the issues and the process. Next steps will be clearly outlined. Activities will be designed so that participants have the time to understand different points of view and resolve issues that may arise. Participants will be encouraged to develop a common sense of purpose and definitions of challenges faced by the community. Participants will also be encouraged to connect with and educate one another. Each meeting will show how previous public input has been incorporated into the General Plan.

The matrix on the following page, Exhibit 1, includes a toolbox of recommended methods and techniques, with the corresponding participants targeted. Attachment #2 includes a description of key terms and definitions used in the matrix.

Exhibit I, Methods & Techniques

| Method | General Description of Participants |
|--|---|
| TARGETED PARTICIPATION | |
| <i>Committees</i> | |
| Environment Committee | Residents. Demographic = Typically attracts boomers and every effort will be made to include families and youth |
| Community Committee | Residents and business interests. Demographic = Typically attracts boomers and every effort will be made to include families and youth |
| Development Committee | Residents. Demographic = Typically attracts boomers and every effort will be made to include families and youth |
| Joint Meeting of Committee Representatives | Residents. Demographic = Typically attracts boomers and every effort will be made to include families and youth |
| <i>Small Event Meetings</i> | |
| Leadership Interviews | Elected officials, community, environment, business, and school leadership |
| One on Ones with Stakeholders | Broad spectrum of interests |
| HOA Meeting Participation Series | HOA board members and residents. Demographic = Boomers |
| Community Conversation on Your Corner | Residents. Demographic = Boomers, business employees and families |
| Town Department Review | Departmental staff |
| Stakeholder Mtgs. - Gov. & Schools | District officials and parent organizations |
| Stakeholder Mtgs. - Community Groups | Broad spectrum of interests |
| Stakeholder Mtgs - AZ State Land Dept | Homeowners, Sierra Club, EPA |
| Stakeholder Mtgs - Developers/Landowners | Realtors, developers and major landowners |
| Boards & Commissions Workshops | Appointed officials |
| PZ Commission Study Session | Appointed officials |
| Focus Group on Land Use | Residents. Demographic = Typically attracts boomers and every effort will be made to include families and youth |
| Focus Group on Economic Development | Residents and business leadership. Demographic = Typically attracts boomers and every effort will be made to include families and youth |
| Youth Values Institute | Residents: Demographic = Families and youth |
| School/Classroom Participation Exercises | Residents: Demographic = Youth and families |
| Neighborhood Gatherings | Residents. Demographic = Boomers and families |

| Method | General Description of Participants |
|---|---|
| COMMUNITY PARTICIPATION | |
| <i>Large Event Meetings</i> | |
| Town Hall I: Project Kick-off & Future Search | Residents. Demographic = Typically attracts boomers and every effort will be made to include families and youth |
| Open House | Residents. Demographic = Boomers |
| Public Hearings | Residents. Demographic = Boomers |
| <i>Community Events</i> | |
| Annual HOA forum | HOA board members and residents. Demographic = Boomers |
| State of the Town | Broad spectrum of community interests. Demographic = Boomers and middle age. |
| School Functions & Parents Association | Residents. Demographic = Families and youth |
| Aquatic Center, Parks & Sporting Events | Residents. Demographic = Families and youth |
| SAACA & TSO Events | Residents. Demographic = Families and youth |
| Town Holiday Events | Residents. Demographic = Families and youth |
| TOV Volunteer Dinner | Town volunteers. Demographic = Boomers |
| <i>Web and Social Media</i> | |
| Facebook | Broad spectrum of community interests. Demographic = Boomers, families and youth |
| Twitter | |
| Orovalleyaz.gov | |
| Mobile App | |
| MindMixer | |
| <i>Surveys</i> | |
| MindMixer | Broad spectrum of community interests. Demographic = Boomers, families and youth |
| Surveys in NW Explorer | |
| Phone Surveys | |
| Informal Event Surveys & Comment forms | |
| <i>Local News Media</i> | |
| NW Explorer - Advertizing Space | Broad spectrum of community interests. Demographic = Boomers and family |
| NW Explorer - Quarterly Article | |
| Vista Articles | |
| News Release | |
| Letters to Editor Response | Demographic = Boomers |
| Articles in HOA Newsletters | HOA board members and residents. Demographic = Boomers and family |
| <i>Water Bill Inserts</i> | |
| Postcards to Advertise Website & MindMixer | Broad spectrum of community interests. Demographic = Boomers and middle age |
| Voter Education Postcard | Broad spectrum of community interests. Demographic = Boomers, families and youth |
| BALLOT VOTE | Residents. Demographic = Vote eligible |

| Method | General Description of Participants |
|---|---|
| TOOLS & TECHNIQUES | |
| Community Strategy #1: This Is Important! | Broad spectrum of OV voters. Demographic: Boomers, families and youth |
| Community Strategy #2: Participate | |
| Community Strategy #3: Vote | |
| Community Speakers Bureau | |
| Leadership Bureau | |
| Traveling Mobile Display | |
| Technical Reports | Broad spectrum of stakeholders. |

The timing of communication methods and techniques is a key to success. Each will be strategically implemented during targeted phases of the project to maximize effectiveness, and key milestones in the process will be appropriately acknowledged and celebrated. Attachment #3 represents the timing of community outreach relative to key project phases.

VIII. Planning Process

The General Plan process is intended to be completed over multiple years, culminating in a public vote to ratify the Town Council’s adoption of the General Plan.

The initial steps entail identifying and gathering information and community resources. The first milestones include development and approval of a Public Participation Plan, budget planning, development of schedules, collection of data pertaining to all General Plan elements and planning committee process.

The planned project phases are:

Phase I – Issues/Vision/Core Principles: Identification, development and testing of a community vision and guiding principles. This will entail significant community outreach.

Phase II – Draft and Committee Review: Goals and policies for all General Plan elements associated with the environment, community and development will be reviewed by committees, boards, commissions and stakeholders.

Phase III – Final Draft and Adoption: Adoption of the updated General Plan will occur through a formal public review process: 1) Final draft review by a committee, 2) Review by agencies identified in state statute, 3) Opportunities for community review 4) Public hearings by the Planning & Zoning Commission, 5) Public hearing and adoption by the Town Council.

Phase IV – Ratification: A public outreach and education campaign will result in ratification of the updated General Plan by Town voters.

Project milestones are provided in Attachment #4.

XII. Public Meeting Scheduling, Location and Access

In planning public and stakeholder meetings, small gatherings, focus groups and other outreach activities, scheduling and location will be made as accessible and convenient as possible, taking into account available resources. Large meetings and forums will be scheduled at different times, including non-traditional business hours, and every effort will be made to avoid conflict with other community activities. When possible, activities will be scheduled in conjunction with other Town or community activities to maximize participation. Public outreach will occur throughout the Town to reach as many people as possible.

Public meetings will be held in locations accessible to people with disabilities and will be held near to transit routes whenever possible.

XIII. Special Accommodations

Every effort will be made to accommodate people with special needs who would like to participate. Summary information related to the update will be made available in languages other than English, as requested.

Additionally, notification for public meetings will include the following language or other Town-approved language:

“For accommodations, materials in accessible formats, foreign language interpreters and/or materials in a language other than English, please contact [person] and [phone number] or [email address] at least five business days in advance of this scheduled event.”

XIV. Process Documentation

All outreach will be documented for future use and understanding of how the program was conducted, how the public responded and how the results of the outreach were used in the development of the General Plan. Documentation will include electronic copies of:

- The final, adopted Public Participation Plan
- Lists and samples of public notification, information and educational materials
- Stakeholder database
- List of publicity obtained and, to the extent possible, copies of news articles, display ads, etc.
- Summaries of public and stakeholder meetings, focus groups and small group gatherings to show outcomes

XV. Evaluation System

To ensure that the process is inclusive and is achieving the Public Participation Plan goals, the following evaluation system will be utilized:

- Staff administering this Public Participation Plan will review the effectiveness of implementation on a regular basis to confirm it is meeting goals mandated by state law and principles identified herein.
- Opportunities for feedback regarding the public participation activities will be provided through the project website, social media and at meetings, forums and open houses. Feedback will be reviewed and adjustments made where warranted.
- A quarterly update on the implementation effort of the Public Participation Plan will be made to the Planning & Zoning Commission and Town Council.
- As part of the General Plan adoption process, a report will be presented to the Planning & Zoning Commission and Town Council analyzing the results of the public participation process at the end of the process.

Attachment #1 – Community Stakeholders

COMMUNITY STAKEHOLDERS:

Residents (2010 Census):

- Households with kids: 25% of Total Households
- Boomers (55 or older) = 41.8%
- Boomers who live in Oro Valley seasonally
- Gen X (35 – 54) = 25.9%
- Gen Y (15-34) = 17.3%
- Gen Z (14 & younger) = 15.1%

Homeowners Associations

All within Town limits (110 total)

All within planning boundaries

Businesses Interests:

Oro Valley Chamber of Commerce

Large Business Owners (Oro Valley Hospital, Sanofi Adventis, Ventana Roche, El Conquistador Resort, major shopping centers (Oro Valley Marketplace, Rooney Ranch, Steam Pump Ranch, etc.)

Small Business Owners

Oro Valley Business Club

Economic Development Zone

Resort/Hospitality Association

Tucson Regional Economic Opportunities Inc. (TREO)

Building Industry Interests

Metropolitan Pima Alliance (MPA)

Tucson Realtors Association

Southern Arizona Builders Association (SAHBA)

Land Speculators

Environmental Interests

Coalition for Sonoran Desert Protection

Tucson Audubon Society

Sonoran Institute

Arts and Cultural Interests

Southern Arizona Arts & Cultural Alliance (SAACA)

Oro Valley Historical Society

Santa Cruz Heritage Alliance

Tohono Chul Park

Churches:

St Elizabeth Ann Seaton, St Odelia, Church of the Apostles, Oro Valley Church of the Nazarene, Oro Valley United Church, St. Mark Catholic Church, Pusch Ridge Christian Church, Vistoso Community Church, Church of the Jesus Christ of Latter-day Saint and, Resurrection Lutheran Church, Dove Mountain Church

Schools

Casas Christian School, Robert B. Wilson Junior K-8th, Pusch Ridge Christian Academy, Pusch Ridge Christian School, Basis Oro Valley, Ironwood Ridge High School, Canyon Del Oro High School, Painted Sky Elementary School, Immaculate Heart Academy, Resurrection Lutheran Child and La Canada Kindercare.*

*Focus on governing boards, parent associations, and students (where appropriate)

Service Organizations

Oro Valley Rotary Club

Oro Valley Optimist Club

Catalina-Oro Valley Lions Club

Other

Owners of vacant land – large and small

Oro Valley Citizen Advisory Boards and Commissions

Let Oro Valley Excel (LOVE) Blog

Oro Valley Truth Blog

Users of Parks & Recreation Facilities

Library patrons

Friends of the Library

Employees of Large Business in Oro Valley

Oro Valley Hospital patrons

Southern AZ Hiking Club

El Conquistador County Club Golf Association Governing Board & other boards affiliated with golf courses in or adjacent to Oro Valley

Oro Valley Democrat and Republican organizations

YMCA

Jewish Federation Northwest

REGULATORY AND PLANNING AGENCIES:

Federal:

Bureau of Land Management
Bureau of Reclamation
U.S. Fish & Wildlife Service
U.S. Forest Service
National Park Service

State:

Arizona Department of Transportation (ADOT)
Arizona State Land Department (ASLD)
Arizona Department of Commerce
Arizona Game and Fish
Arizona State Parks Department

Regional:

Pima County

Sonoran Desert Conservation Plan Team
Planning and Development
Department of Transportation (PCDOT)
Parks Department

Pinal County

Planning and Development
Department of Transportation (PCDOT)

Flood Control District of Pima County

Pima Association of Governments (PAG)
Santa Catalina Ranger Station
Catalina State Park
Coronado National Forest
Pima Council on Aging/ Mature Worker Connection
Regional Transit Authority

Local:

Town of Oro Valley

Town Manager's office
Development & Infrastructure Services
Water Utility
Town Attorney's Office
Parks, Recreation and Cultural Services
Finance
Police
Golder Ranch Fire District
Town Clerk's office
Courts
Information Technology

Amphi School District

Marana Schools

Town of Marana

City of Tucson

Catalina Coordinating Council

Pima Community College

Imagine Greater Tucson

Attachment #2 – Terms & Definitions for Public Participation Methods

Annual HOA forum: Utilize a pre-existing forum for HOAs and managers to invite participation and garner input from the neighborhood representatives.

Articles in HOA Newsletters: Articles may be provided to local HOA and Neighborhood Associations to attract residents to meeting, participate and discuss, and inform residents to the planning process and update.

Boards & Commissions Workshops: Individual sessions with all seven Town boards and commissions to invite participation, identify issues and review General Plan Update items. Topics will be oriented toward the specific focus of each board and commission.

Committee(s): Each committee is comprised of Oro Valley residents and categorized by specific topic areas. Committees are responsible for review of drafts developed by staff.

- **Development:** This committee is responsible for sections pertaining to *land use, community design, cost of development and transportation/circulation.*
- **Environment:** This committee is responsible for sections pertaining to *open space and natural resources conservation, water resources and environmental planning.*
- **Community:** This committee is responsible for sections pertaining to *economic development, public facilities, services and safety, arts and culture, parks and recreation, archaeological and historic resources and housing.*

Community Conversation on Your Corner: Venue for residents to participate in quality of life discussions at common gathering areas throughout the community.

Community Speakers Bureau: A team of volunteer speakers who are residents and well versed in community planning. Their charge is to speak at events and forums throughout the community. The aim is to invite the community to participate and discuss quality of life issues with residences.

Community Strategy(s):

- **#1: This Is Important!:** An informational outreach strategy and tools specific to introducing the project.
- **#2: Participate:** An informational outreach strategy and tools specific to seeking participation.
- **#3: Vote:** An informational outreach strategy and tools specific to voter education.

Community Participation: A general category of methods used to engage the larger community, opposed to a key stakeholder group.

Facebook: Web-based system used to invite residents to participate and share information. Also, notices and updates may be posted to collect comments.

Farmers Market: Provide an information and survey booth to invite residents to participate and discuss community values.

Focus Group(s):

- **Economic Development:** Topic specific meeting of residents and business leaders in the community with interest in the future economic development of the Town.
- **Land Use:** Topic specific meeting of residents with special training or interest in land use planning and mapping.

HOA Meeting Participation Series: Participation in annual or regular HOA meetings to invite participation and discuss quality of life issues.

Informal Event Surveys & Comment forms: Surveys that are created to directly gather input at specific events.

Joint Meeting of Committee Representatives: Meeting of representatives from the Development, *Environmental and Community* committees. The objective is to insure that findings from the individual committees harmonize to create a holistic approach.

Leadership Bureau: A team of community leaders whose purpose is to help advocate community participation and “get out the vote”.

Leadership Interviews: One on one meetings to interview local leaders such as Town Council, school boards, key employers, HOA representatives etc.

Letters to Editor Response: Town response to address relevant concerns expressed in the *NW Explorer*.

MindMixer: A web-based discussion board that enables participation on a wide range of topics for comment. Participants may also post new topics or ideas. This tool will be used to attract participants such as young families who may not have time to attend evening meetings.

Neighborhood Gatherings: Neighborhood block meetings organized by interested residents. Members of the Speakers Bureau or staff will initiate discussions regarding the vitality of the community.

News Release: Media alerts to invite participation and share important milestones in the process.

NW Explorer - Advertizing Space: Advertising to increase participation in event, meeting, survey and web-based discussion opportunities.

NW Explorer - Monthly Article: Articles inviting participation, analysis of key community issues and reporting general plan update progress.

One on Ones with Stakeholders: Meetings with special interest stakeholders to discuss issues and concerns.

Open House: Opportunity for residents to meet with staff and community leaders to discuss quality of life issues and/or elements of a draft General Plan.

Orovalleyaz.gov: Display of General Plan updates, meeting announcements and background reports on the Town website.

Postcards: Mailed cards to invite participation in events, electronic surveys and voter ratification.

Public Hearings: Formal hearings to vote on the final draft of the General Plan update.

PZ Commission Study Session: Updates regarding progress and findings over the term of the project.

School Functions: Utilize existing school events to invite participation and survey quality of life issues.

Speakers Bureau: Community leaders whose purpose is to meet with community groups (HOA’s etc.), invite participation and lead discussions relative to quality of life issues.

Stakeholder Meeting(s): Staff meeting(s) with key stakeholders to discuss potential issues or concerns.

- **AZ State Land Dept.:** The Arroyo Grande area is a sizable component of the General Plan. ASLD must be provided the opportunity to review all General Plans in Arizona.
- **Developers/Landowners:** Developers, realtors and landowners interested in economics, land use policy and community design.
- **Community Groups:** Non-profits, clubs, churches etc.

- **Gov. & Schools:** Surrounding jurisdictions and schools (public, charter and private) within Oro Valley.

State of the Town: A standing annual event attracting a broad cross-section of community leaders and interests.

Surveys in NW Explorer: Published survey to identify community values and needs that respondents mail back to the Town. The aim is to reach a broader audience than can be anticipated at meetings.

Targeted Participation: Methods used to “target” specific community groups, locations, and/or topics; rather than the community as a whole.

Technical Reports: Baseline information such as census or housing data to use in decision-making.

Town Department Review: Internal review process involving Town agencies to ensure timeliness and validity.

Town Hall I: Project Kick-off & Future Search: A large event for residents to define project objectives, invite participation and discuss quality of life issues.

TOV Volunteer Dinner: Dinner hosted for the volunteers that assisted throughout the General Plan Update.

Traveling Mobile Display: An informational display booth to be used at various events throughout the process.

Twitter: “tweets” will be used to send event, meeting, and progress alerts. Also Twitter will be used to invite participation in surveys.

Vista Articles: Quarterly online articles submitted to the Town.

Voter Education Postcards or Newsletter: Mailer used to describe the General Plan ballot measure.

Youth Values Institute: A gathering of younger generations to discuss community values, issues and needs.

Attachment #3 – Public Participation Flowchart

| Public Participation Plan | Phase I | Phase II | | | Phase III | Phase IV |
|---|------------------|----------------|-----------|-------------|------------------------|----------|
| | Community Values | Draft Elements | | | Final Draft & Adoption | Vote |
| | | Environment | Community | Development | | |
| Targeted Participation | | | | | | |
| Committees & Boards | | | | | | |
| Environment Committee | | ☒ | | | | |
| Community Committee | | | ☒ | | | |
| Development Committee | | | | ☒ | | |
| Joint Meeting of Committee Representatives | ☒ | | | | ☒ | ☒ |
| Small Event Meetings | | | | | | |
| Leadership Interviews (20 persons per set) | ☒ | | | | ☒ | ☒ |
| One on Ones with Stakeholders | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| HOA Meeting Participation Series | ☒ | | | | ☒ | ☒ |
| Community Conversation on Your Corner | | | | | | |
| Town Department Review Meetings | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Stakeholder Mtgs. - Gov. & Schools | ☒ | | | | ☒ | ☒ |
| Stakeholder Mtgs. - Community Groups | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Stakeholder Mtgs. - AZ State Land Dept | ☒ | | | | ☒ | ☒ |
| Stakeholder Mtgs. - Developers/Landowners | | | | ☒ | | |
| Boards & Commissions Workshops | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| PZ Commission Study Session | | | | | ☒ | ☒ |
| Focus Group on Land Use | | | | ☒ | | |
| Focus Group on Economic Development | | | ☒ | | | |
| Youth Values Institute | ☒ | | | | | |
| School/Classroom Participation Exercises | ☒ | ☒ | ☒ | ☒ | ☒ | |
| Neighborhood Gatherings | ☒ | | | | ☒ | ☒ |
| Community Participation | | | | | | |
| Large Event Meetings | | | | | | |
| Town Hall I: Project Kick-off & Future Search | ☒ | | | | | |
| Open House | | | | | ☒ | ☒ |
| Public Hearings | | | | | ☒ | ☒ |
| Community Events | | | | | | |
| Annual HOA forum | ☒ | | | | | |
| State of the Town | ☒ | | | | | ☒ |
| School Functions & Parents Association | ☒ | | ☒ | | | ☒ |
| Aquatic Center, Parks & Sporting Events | ☒ | | ☒ | | | |
| SAACA & TSO Events | ☒ | | ☒ | | | ☒ |
| Town Holiday Events | ☒ | | | | | ☒ |
| TOV Volunteer Dinner | ☒ | | | | | ☒ |
| Web and Social Media | | | | | | |
| Facebook | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Twitter | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Orovalleyaz.gov | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Mobile App | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Mindmixer (software and initial setup) | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Surveys | | | | | | |
| Mindmixer (design of surveys) | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Survey Published in NW Explorer | ☒ | | | | | |
| Informal Event Surveys & Comment forms | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Phone Surveys | ☒ | | | | ☒ | |
| Local News Media | | | | | | |
| NW Explorer - Advertising Space | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| NW Explorer - Quarterly Article | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| Vista Articles | ☒ | ☒ | ☒ | ☒ | ☒ | ☒ |
| News Release | ☒ | | | | ☒ | ☒ |
| Letters to Editor Response | ☒ | | | | ☒ | ☒ |
| Articles in HOA Newsletters | ☒ | | | | ☒ | ☒ |
| Water Bill Inserts | | | | | | |
| Postcards to Advertise Website & Mindmixer | ☒ | | | | ☒ | |
| Voter Education Postcard | | | | | ☒ | |
| Ballot Vote | | | | | | ☒ |

| Public Participation Plan | Phase I | Phase II | | | Phase III | Phase IV |
|---|------------------|----------------|-------------|---|------------------------|----------|
| | Community Values | Draft Elements | | | Final Draft & Adoption | Vote |
| Environment | | Community | Development | | | |
| Methods cont. | | | | | | |
| Tools & Techniques | | | | | | |
| Communication Strategy #1: This is important! | ☒ | | | | | |
| Communication Strategy #2: Participate! | ☒ | | | | | |
| Communication Strategy #3: Vote! | | | | | | |
| Community Speakers Bureau | ☒ | ☒ | ☒ | ☒ | ☒ | |
| Leadership Bureau | ☒ | ☒ | ☒ | ☒ | ☒ | |
| Traveling Mobile Display | ☒ | | | | ☒ | |
| Technical Reports (baseline information) | ☒ | | | | | |

Attachment #4 – Project Milestones

| Milestone | Approximate Date |
|--|------------------|
| Planning & Zoning Commission review of Public Participation Plan | April 2013 |
| Town Council review of Public Participation Plan | May 2013 |
| Develop technical background reports | May–July 2013 |
| Budget adoption | July 2013 |
| Hire consultant/contractors | Fall 2013 |
| Finalize formal schedule | Fall 2013 |
| General Plan public kick-off and start of community engagement | Fall 2013 |
| Draft elements | 2013–2014 |
| Committee review | 2014–2015 |
| Develop final draft | 2015 |
| Public review of draft General Plan | 2015 |
| Inter-agency review | 2015 |
| Draft Implementation Plan | 2015 |
| Planning & Zoning Commission study sessions and public hearing | 2015 |
| Town Council public hearing and adoption | 2015 |
| Ratification election | 2016 |